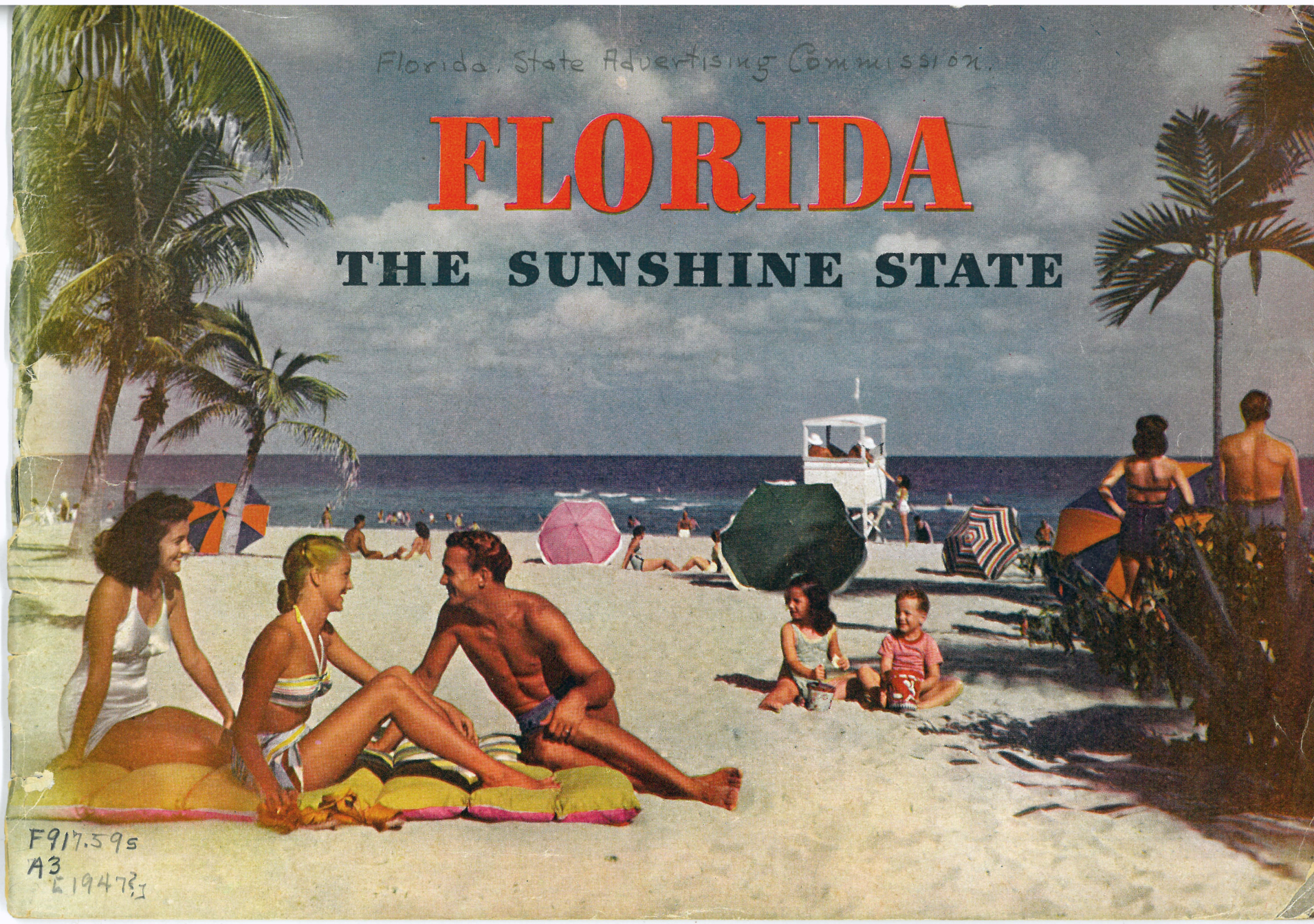


Florida State Advertising Commission

# FLORIDA

## THE SUNSHINE STATE



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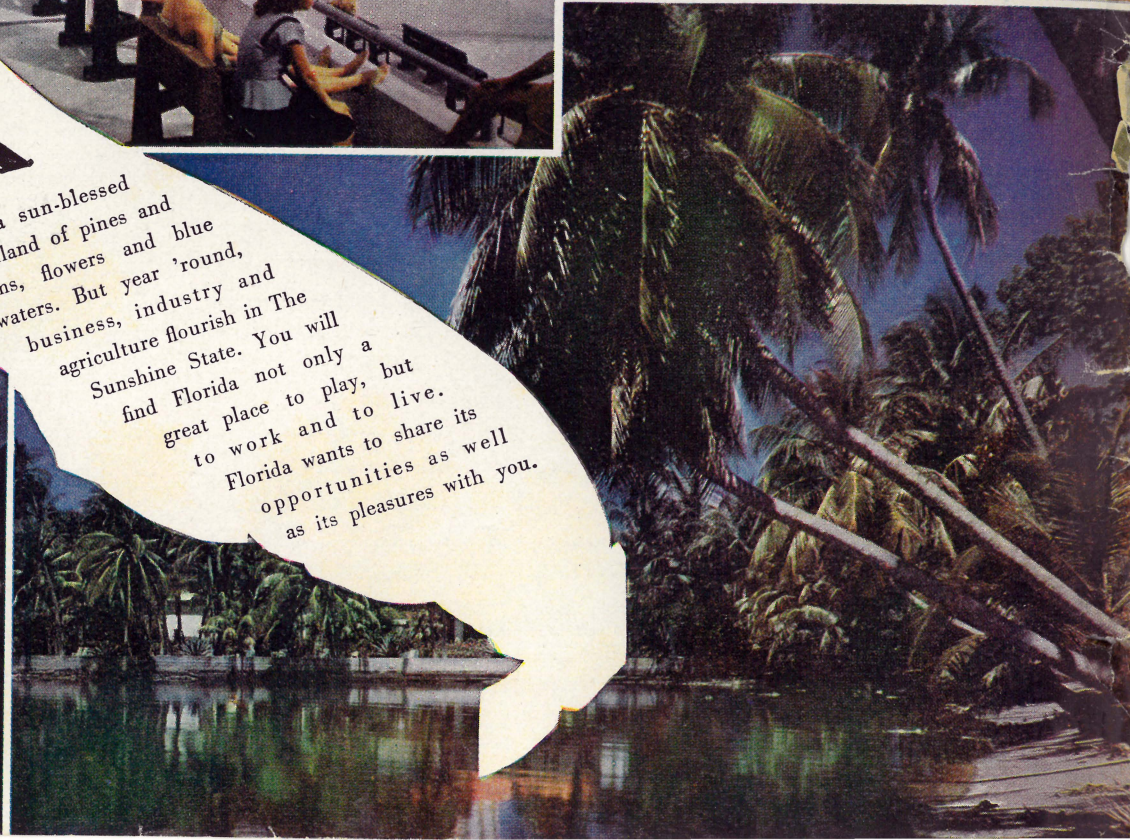
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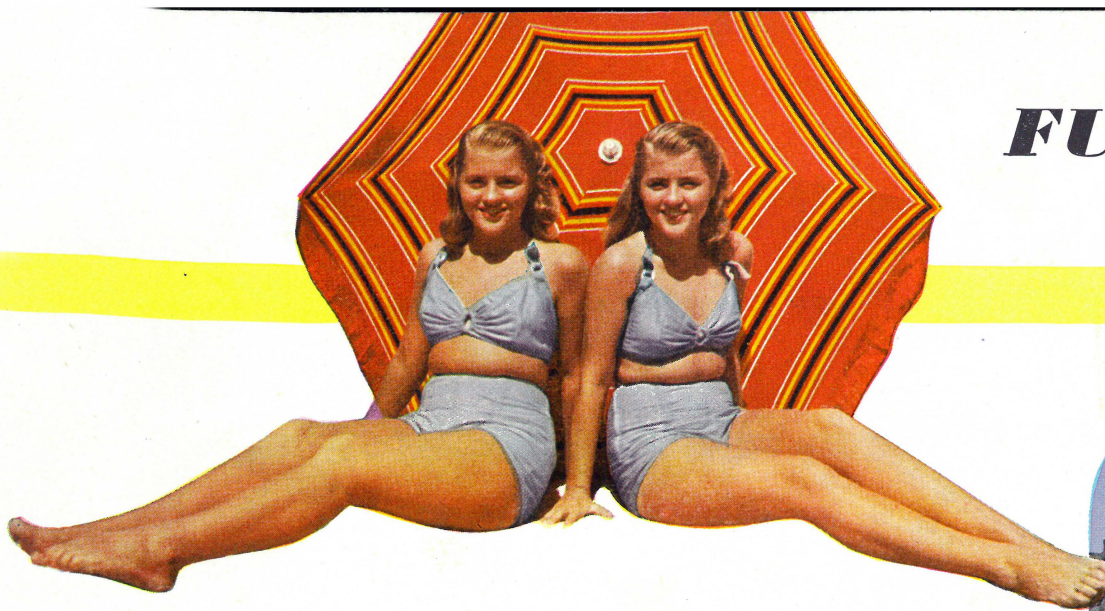
# this is FLORIDA

Florida is a sun-blessed vacationland of pines and palms, flowers and blue waters. But year 'round, business, industry and agriculture flourish in The Sunshine State. You will find Florida not only a great place to play, but to work and to live. Florida wants to share its opportunities as well as its pleasures with you.





# ***FUN IN THE SUN***



This is FLORIDA! . . . Broad beaches bordered by the blue waters of ocean and gulf . . . quiet lakes framed in moss-veiled cypress trees . . . a tarpon flashing silver in the sun, the thrilling strike of a big black bass . . . your golf ball streaking down green fairways . . . . . white sails etched against a pine and palm-fringed shore. Florida is a glamorous playground, where beneath a friendly sun, outdoor sports and recreation are year 'round pleasures. Florida is a place where your youngster—carefree, sun-tanned, healthy—can play on a clean, safe beach . . . where you can find leisure and laughter and happier living. Florida is romance and relaxation, action and adventure. For all ages—every month of the year—Florida is fun in the sun.

*The story of Florida is too vast and too diversified to cover completely in a book of this nature. But you will find highlighted here most of the reasons why, every year, more people come to Florida to play, to work and to live.*

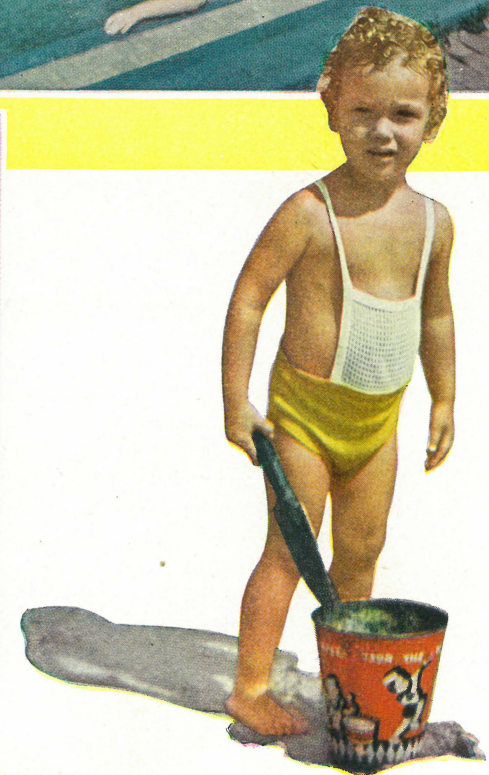




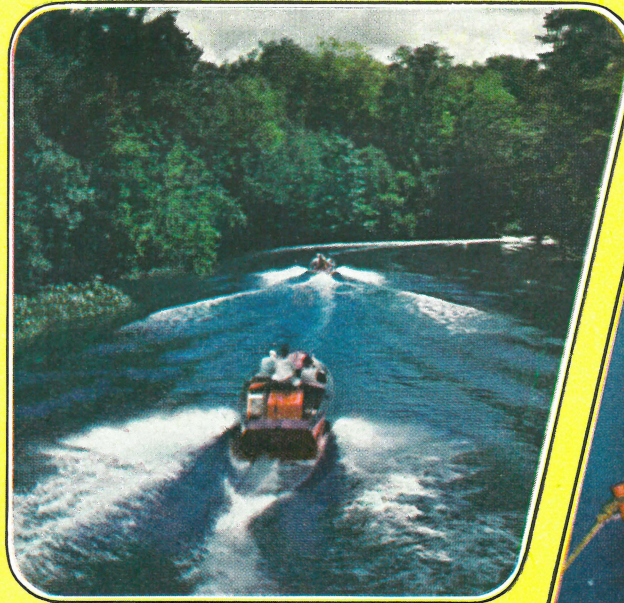
## ***Fun in the Water***

Like to swim? Take your choice of the Atlantic Ocean or the Gulf of Mexico. All along both coasts wide beaches slope gently to the surf and emerald waters say "Come on in!" Or, for a new adventure in swimming, visit Florida's famous inland springs where thousands of gallons of cool, crystal-clear water bubble up every hour. There are lakes and rivers and streams; there are picturesque pools. Wherever you go in Florida, any season of the year, a refreshing dip is only minutes away.

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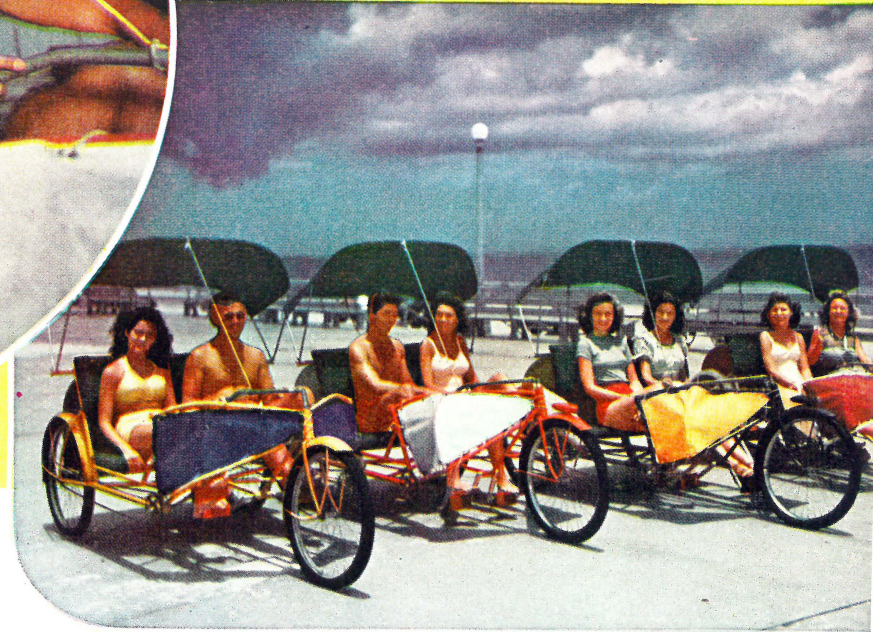
## ***Fun on the Water***

You would expect with 1500 miles of coastline, 30,000 lakes, 40 navigable rivers and its Inland Waterway, that Florida is a mecca for enthusiasts about water sports. And you would be right! Sailing can be as exciting or as leisurely as you like depending on whether you choose the "open sea" or the broad expanse of sheltered bays and lakes. You can explore rivers and coastal waters in a speedboat in a hurry, or loaf along their interesting shores in an outboard. Rowboats are just as much at home in Florida waters as a palatial yacht—and, for the latter, Florida provides fine natural harbors, yacht basins and other facilities all around its coastline. If you want to get away from boats, try riding the rollers on a surf board. Or, for more thrills (it takes a little practice) hop onto a pair of water skis or an aquaplane. Fun on the water? Florida is full of it.





## ***Fun on the Beach . . .***



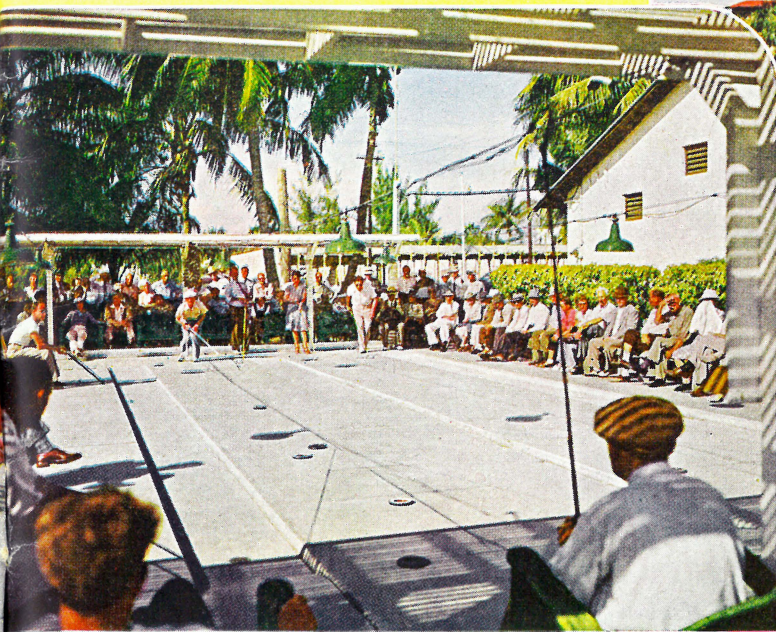
Florida beaches are different! For example, up along the northern Gulf coast, you will find the cleanest, whitest sand you ever saw stretching surfward from under the shade of tall pines. Farther south, cabbage palms and palmettos form the background for silvery beaches. Soft golden sands fringed with stately coconut palms and gay with colorful cabañas typify the lower east coast. While along the northeastern coast of Florida, the sand is so fine and so firm and the

beaches so broad that you can ride for miles in your car with the Atlantic only a few feet away. There are inland beaches, too—on the shores of lakes and rivers and springs.

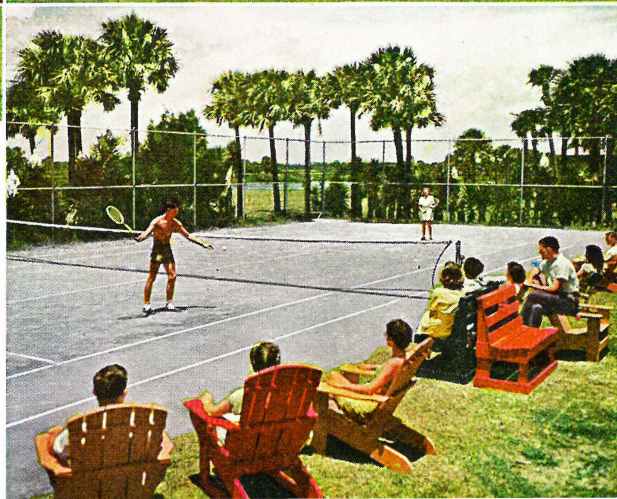
Florida's beaches are famous for just loafing in the sun. But when you plan your sun-tan, plan play, too. Try your hand at navigating a sandsailer. Skim the sands in a surrey. Revel in all of the other recreational activities that "fun on the beach" means in Florida.



## ***Fun on the Fairways and Courts . . .***



Bring your golf clubs! Wherever you go in Florida you are never more than a couple of good wood shots away from a sporty layout. Actually, nearly 150 courses spot Florida—many of championship caliber . . . Tennis, archery, shuffleboard, lawn bowling, roque and scores of other outdoor sports are enjoyable in Florida right around the calendar. For always, there are the sun and the soft breezes and the blue skies.



Each year, important tournaments in golf, tennis, shuffleboard and water sports make exciting spectator events for you to enjoy.





## ***Fishing Fun***

For fishermen, there's magic in the name—Florida! Imagine being able to choose your fishing grounds from more than a thousand miles of coastal waters, 30,000 lakes and nearly a hundred rivers and streams. But that is exactly what you can do in Florida!

And you can be certain of one important thing—you'll catch fish wherever you go! For with 600 varieties, Florida waters are the most productive of game fish of any waters in the world.

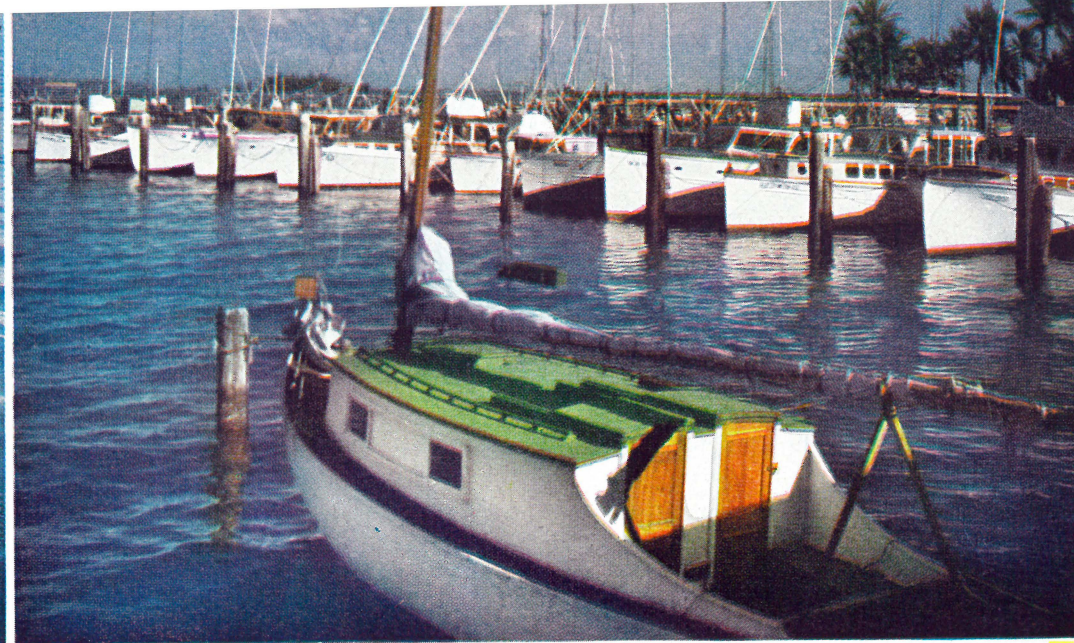
Prefer fresh water? Some of the finest bass fishing anywhere is waiting for you in Florida's lakes and rivers. It takes skill to drop your plug behind a lily pad or under the over hanging moss at the base of a big cypress, but the thrills that come with the frequent strikes are worth all the casts that are short or over.

And remember this: For just plain, everyday fishing, you don't need a lot of fancy, expensive equipment in Florida. Lots of folks have fun pole-fishing from causeways, sea walls, bridges and shady banks, where perch, bluegills, shellcrackers, bream, and other species pop your cork under with amazing regularity. Even some of the big game fish are caught from spots like these.

Guides, boats and cabin accommodations are available at almost every good fishing spot in Florida.

*See map page (in center of book) for closed seasons and license information.*





Salt water fishing, too, offers exciting variety. In Florida's coastal waters, in the bays and inlets, you'll find sea trout, blue fish, mackerel, snook, sheepshead, and many other species that can be taken with rod and reel or pole and cork, from small boats. Here, also, is the home of the famed Florida tarpon—the fighting Silver King.

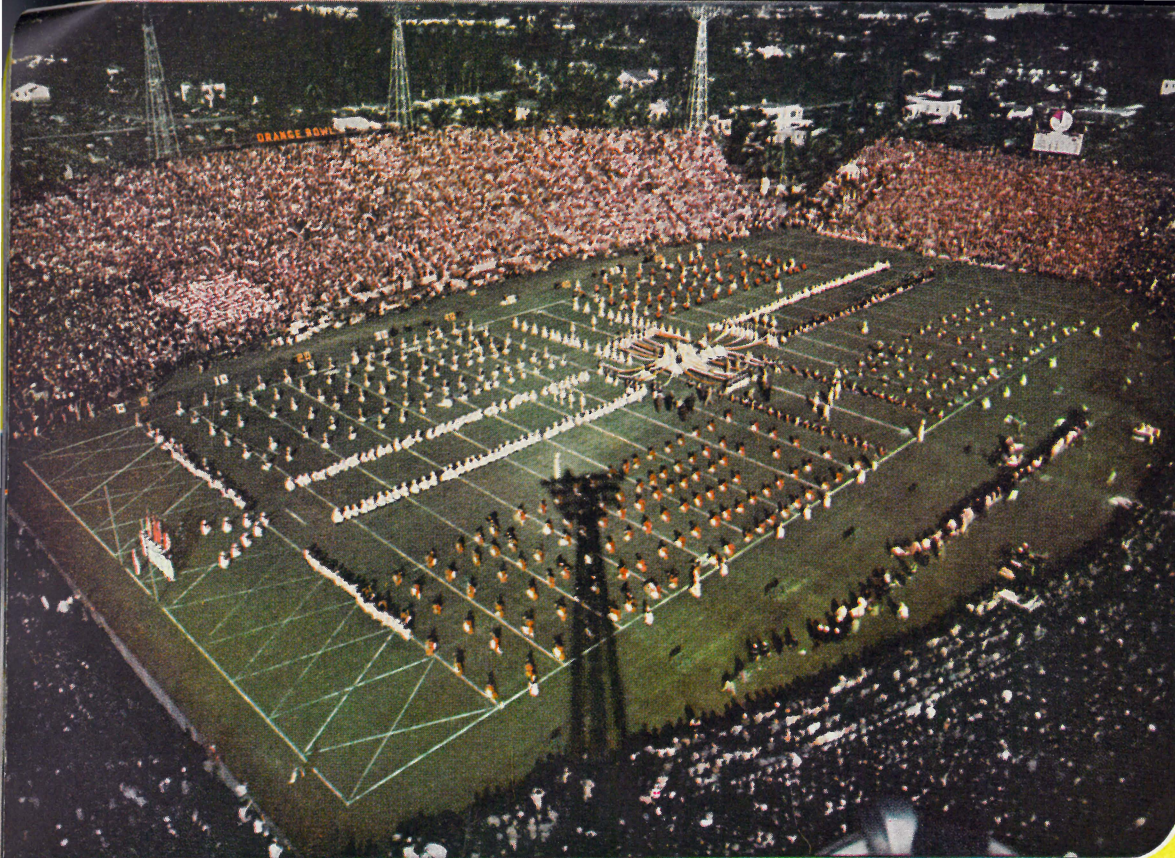
Surf casting is popular along the coasts. Offshore, in the Atlantic and Gulf, are big ones, too—the leaping sailfish and marlin, tuna, wahoo and dolphin. Other deep-sea varieties on both coasts include kingfish, grouper, redfish and snapper.

For deep-sea fishing, you can rent tackle, and excellent boats with experienced captains are available for charter. No license is required for salt water fishing. See map page for seasons and other information.

If you hunt, and visit Florida during the winter months, bring your guns along. In Florida's forests and fields are quail, dove, deer, squirrel and wild turkey; in coastal marshlands and lakes, duck and geese. See map page for seasons and license information.







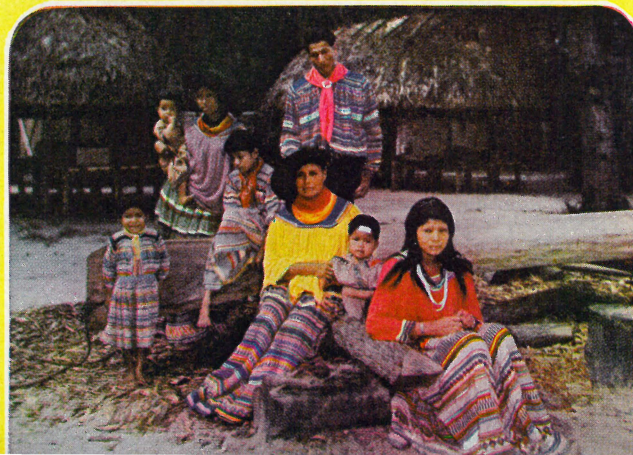
## ***Fun in the Grandstand***

You've been having "fun in the sun" doing things yourself—swimming, fishing, golfing. For pleasant intermissions, spectator sports and special events crowd the Florida calendar.

From fall to spring, there is horse racing, dog racing and Jai Alai. Bowl classics climax the football season on New Year's Day. Many big league baseball teams hold spring training in Florida, and exhibition games of the "Grapefruit League" will give a preview of the coming season.

There are rodeos, carnivals, fairs and festivals; concerts, parades and pageants. Air races, regattas, automobile racing, and scores of other sports events provide diversion and entertainment every season of the year.

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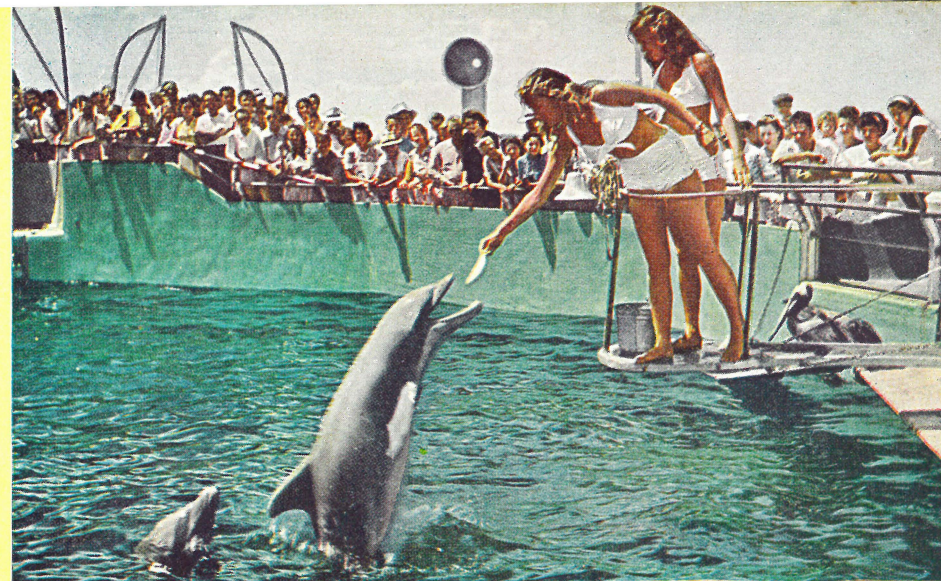


## ... and on the "Sidelines."

Like to feed a porpoise? . . . See the winter quarters of the world's largest circus? . . . Sit on the sidelines as a four-masted pirate ship with guns blazing "captures" a modern city? Like to see the world's largest springs, some of America's most beautiful gardens, and flamingos vying with thoroughbreds for attention? These are just a few of hundreds of interesting things you will enjoy seeing in Florida. Many are unusual, others have a background of history and romance, all are educational.

The center pages of this book show on a map of Florida the location of many of Florida's special attractions—the famous springs, exotic gardens, exhibitions of marine and animal life, State parks and forests and other places worth visiting. Study this map when planning your trip around the State so you will be sure to include them in your itinerary.

*When you come to Florida you will want to check daily the many special events that are scheduled. The local Chambers of Commerce will gladly give you that information.*





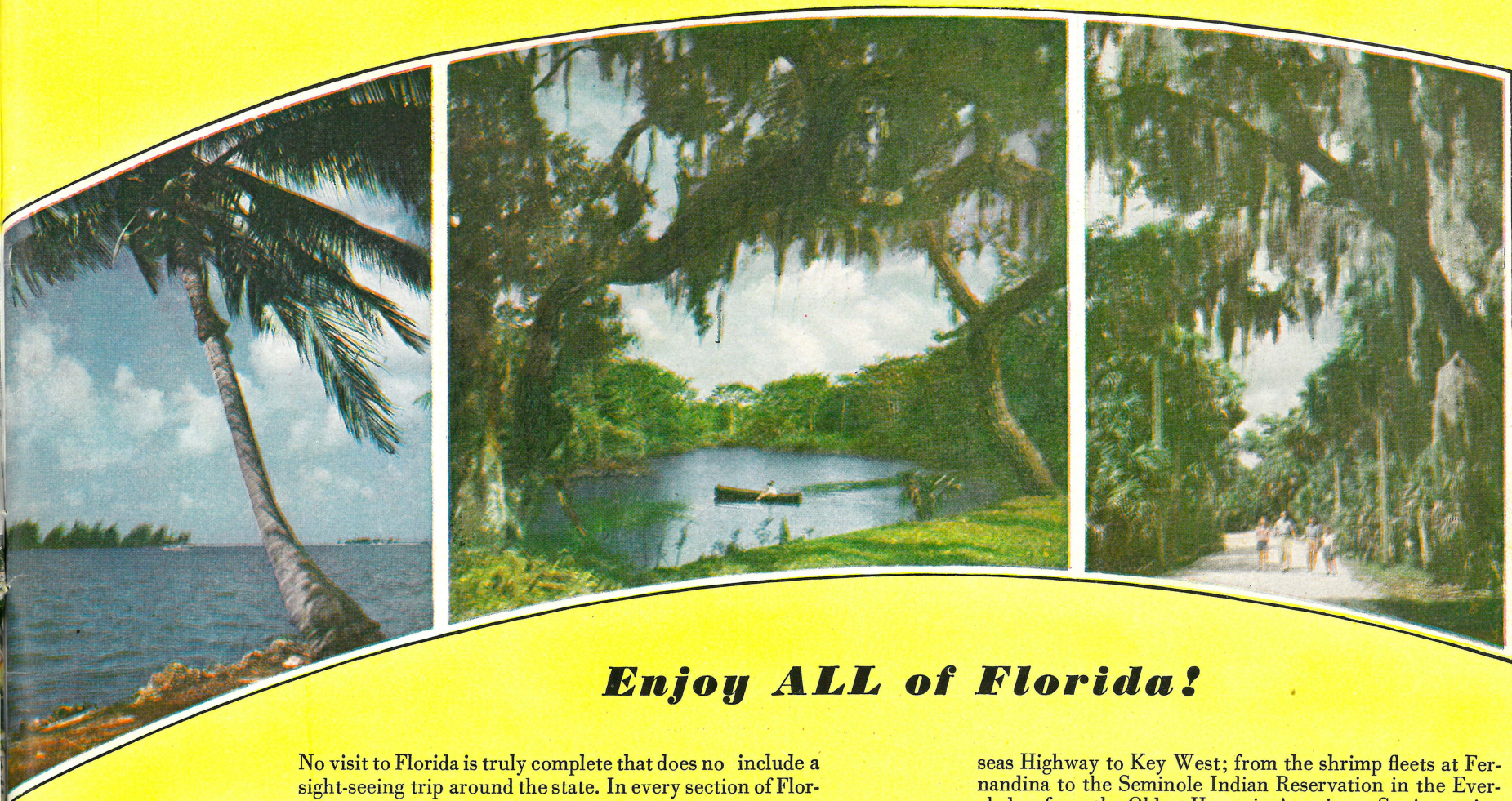
## ***Fun with Film***

Florida is a photographer's paradise. Whether you "shoot" black and white or color, you will find plenty of clear, brilliant light almost every day, winter and summer.

Take your choice of marine scenery along the coasts, the lakes and streams, the winding rivers, and inland springs, the wide variety of flowers and foliage, the citrus groves, the wildlife, historic points of interest, and, of course, your family having fun in the sun against backdrops nature designed for you only in Florida. So, even if you have your first picture to take, by all means bring your camera. Amateurs sometimes outdo professionals with the results they get in Florida.







## ***Enjoy ALL of Florida!***

No visit to Florida is truly complete that does not include a sight-seeing trip around the state. In every section of Florida you will find interesting things to see, enjoyable things to do. North Florida and South Florida are as different as the longleaf pine and the royal palm. The East coast as different from the West coast as the sailfish and the tarpon. Central Florida, crowded with lakes and groves, offers new contrasts in scenic beauty and attractions.

So when you come to Florida, plan to see all of Florida—from historic Fort San Carlos near Pensacola to the Over-

seas Highway to Key West; from the shrimp fleets at Fernandina to the Seminole Indian Reservation in the Everglades; from the Oldest House in America at St. Augustine to the Ringling Museum at Sarasota. From the Caverns at Marianna to the Capitol at Tallahassee, down across the Suwannee River to the University of Florida at Gainesville, and then south through the center of the state to Lake Okeechobee. For your convenience, we have included a map in this book which illustrates many of Florida's principal attractions and points of interest. You will find it helpful in planning your tour of the state.



# ***Living in Florida is Fun, too!***



You have found out by now that for the vacationist Florida means fun in the sun—a world of fun as varied as you want to make it. Perhaps you've noted, too, that regardless of the season of the year, Florida fun is out-of-doors fun. For sunshine points to outdoor life. Outdoor life means health. And health means happier living.

That is why each year, of the millions of visitors who come to Florida, fewer than that number leave. That is why those who are visitors one year, become residents the next. That is why Florida is the fastest growing state in the Union! As vacationists, thousands of today's Floridians learned the blessings of Florida sunshine and the Florida scene and found ways and means to make them a permanent part of their lives. And so, perhaps, may you.





The art of living takes on a new meaning in Florida. First, of course, you have your own private stock of sunshine you can draw on to your health's content. You feel a freedom in Florida that cannot be explained, but is always present—fellowship and informality that make new neighbors, old friends. You can grow vegetables in mid-winter and pick oranges from a tree in your own backyard. Your home—whether modest cottage or mansion—can be framed in palms, or pines or oaks festooned with Spanish moss. June or January, flowers will bloom a welcome for you at every homecoming. Sports and recreation are on your doorstep to be enjoyed every day of the year. These are parts of the Florida formula for happier living. There are many others.

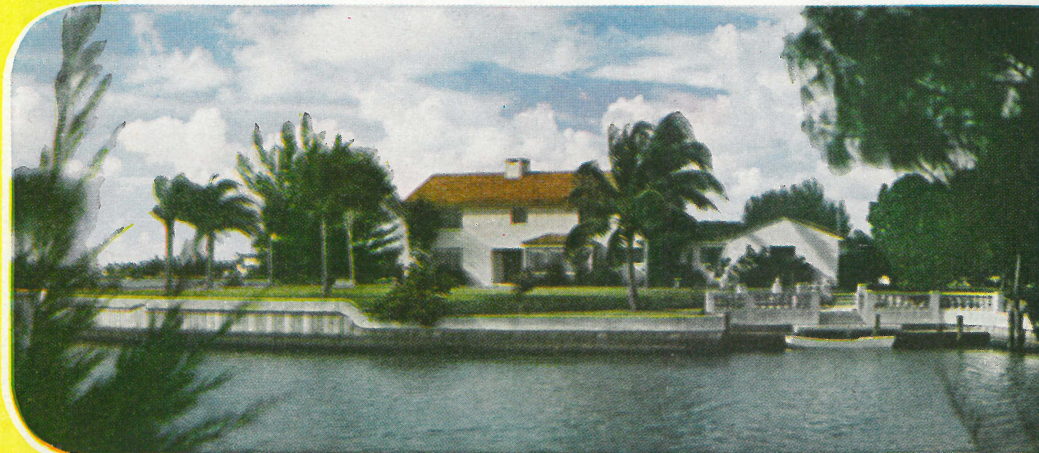


***Economical living  
goes hand-in-hand  
with mild climate  
and friendly taxes***

Whichever part of Florida you select for your home, you will quickly appreciate the economies which result from the mild year 'round climate. Many living expenses, incident to cold weather, are eliminated entirely, others greatly modified. In winter, under Florida's smiling sun, fuel bills are minor items on the family budget, and your investment in heavy clothing is reduced to a minimum. Florida living is informal, outdoor living right around the calendar—and this means additional savings in every-day living costs.

Taxes, too, favor the Florida home owner. If you own your home and make it your permanent address, the first \$5000 of valuation is exempt from all municipal and county taxes except those for special benefits. To further underwrite the advantages of living in the sunshine, Florida has no poll tax, no general sales tax, no state ad valorem taxes on real or tangible personal property. Florida has no state income tax and your inheritance tax is no more than the credit allowed for state taxes by the federal government.

Florida's finances are sound. Florida has no bonded state indebtedness. It is a state of proved worth and stability. And it passes on to its citizens all of the tax economies it possibly can.





## ***Happier living for young and old***

Florida responds to childhood dreams and to the thoughtful desires of older people. Florida's disposition is sunny to all. When you have a spring-like climate that makes recreation and sports year 'round pleasures in delightful settings, your children grow up out-of-doors. They absorb vitality from the sun and build up hearty appetites for the healthful fresh fruits and vegetables that are often produced within the same county in which you live. Florida youngsters are sun-tanned, sturdy. They fish and hunt and swim; play tennis, golf and sail. They are healthy products of the sun.

And for those in their sunset years, Florida is equally as generous. For here is endless springtime, the opportunity for well-earned rest and relaxation where the weather is kind, where comfort and contentment add years of happier living. There never has been anything so perfectly designed for retired men and women as life in the Florida sun.

And always remember, there is a place in the sun for you in Florida. Whether you seek it in the form of an elaborate estate along the coast, a modest home on the shore of a picturesque lake, an apartment in the heart of a thriving city, or a bungalow in the peaceful atmosphere of a small community, it is here for you in Florida. North, south, east or west—the sunshine is everywhere, and so is the feeling of informality, of carefreeness, of “isn't it great to be in Florida!”

Come to Florida—to live! You will discover, as so many others have, that life in Florida is like a continuous vacation with pay—in health, in happiness and in dollars and cents.



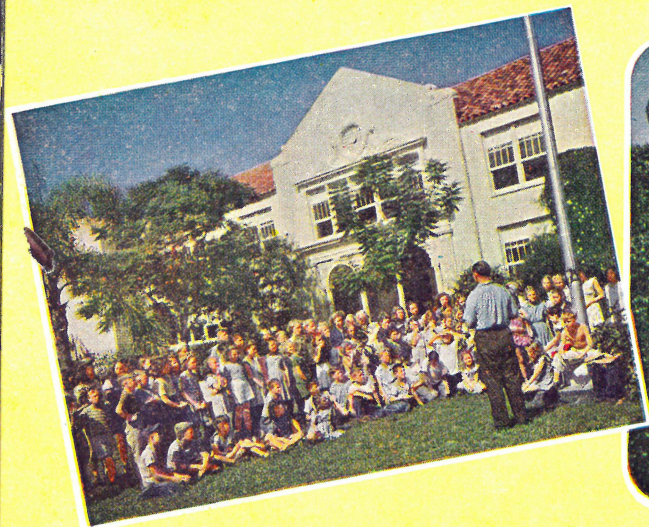




## ***Schools and Churches***

Florida provides modern, well-equipped primary and high schools for your children. In addition to the splendid system of public schools employing 13,000 teachers and representing an investment of \$100,000,000 in property and equipment, private schools for both boys and girls are available. Two great State institutions of higher learning—the University of Florida at Gainesville and the Florida State College for Women at Tallahassee offer advanced instruction in virtually all fields. Constantly increasing appropriations for education testify to a forward-looking leadership in this important phase of Florida's cultural life. A list of Florida colleges appears on the map page. For information about any feature of Florida's educational system, write the Department of Education, State Capitol, Tallahassee, or the registrar of private institutions.

Florida is no different than your own state in respect to its religious life. In both urban and rural sections are churches of every denomination. In Florida, the variety of architecture which applies to homes, is typical of churches, too. Many are new and modern in design, but here and there about the state will be found beautiful edifices which reflect the earlier architectural influence of the Spanish settlers. Wherever you go in Florida, you will be aware of a deep religious spirit.







## ***Florida—Land of Flowers***

When Ponce de Leon landed at what is now St. Augustine in 1513, he named the region Florida—land of flowers. And Florida lives up to its name. More than 3000 varieties of flowering plants beautify the state, among them Royal Poinciana, Hibiscus, Oleander, Azalea, Camellia, Gardenia, Orchid and air plants of all kinds. Now add 314 species of trees and 400 varieties of birds to the colorful flowers and you have more good reasons for living in Florida. Wherever you go, Nature greets you beautifully, colorfully, tunefully—every season of the year in Florida.







## ***Rich in Romance***

History is entwined with Florida's charm. Yet Florida is as modern as tomorrow. Inspiration comes with a glimpse of the interior of America's oldest house at St. Augustine (above center) or a look at beautiful Bok Tower at Lake Wales (lower right). The Southernmost House in the United States at Key West (top right) reminds you that Florida is "South of the South." Castillo de San Marcos (left center) at St. Augustine is in bold contrast to the U. S. Naval Training Station at Pensacola (upper left). The Ringling Museum at Sarasota (lower left) is another of many points of interest, historic and modern, that add romance to Florida from one end to the other. For additional "things worth seeing" refer to map page.





## ***Highways that Lead to New Adventure***

Floridians take good roads for granted and belittle the great distances of their colorful state. Once here, you will do the same, for the feeling of freedom is in the air. Just spread out your map, put a finger on your goal and go. There is a safe road to it.

The broad, smooth highways of Florida challenge you to a comfortable, beautiful outdoor adventure just ahead. There is motoring safety all over the state—easy-to-read road signs clarify your route in city and country . . . everywhere, the officers of the Florida State Highway Patrol are your friends in need. Currently, Florida is spending millions throughout its 67 counties on highway improvement.

To the extravagant setting of nature, to interesting historical spots, to picnic grounds and beaches, to special attractions, to springs, gardens, caverns, fishing grounds, Floridians have laid out 9,000 miles of hard surfaced roads . . . cutting through State forests to State parks . . . slicing through thriving farmlands and citrus groves . . . encircling lakes and paralleling winding rivers and breezy beaches.

There is so much to see and do in Florida, a first-time visitor might well take advantage of the facilities offered by local Chambers of Commerce, or contact one of the good travel agencies specializing in Florida. You will acquire worthwhile information, get rid of many travel details and save time and money. However, whether you have a pre-arranged vacation or one on your own, you will find your homeward steps hard to take. You'll be thinking about some special corner in Florida where you would like to settle for a life of happier living.

A brief outline of Florida motor laws will be found on the map page.

*Top: The stately Avenue of Palms at Fort Myers.*

*Center: The Overseas Highway from Miami to Key West where you "go to sea in your car."*

*Bottom: Pine-lined highway in northwest Florida near Pensacola.*

TURN UP THIS  
PAGE FOR  
ILLUSTRATED  
MAP OF FLORIDA





# SEE ALL OF FLORIDA THIS YEAR



## Miscellaneous Information About Florida

### FLORIDA UNIVERSITIES AND COLLEGES

**Colleges—White**  
University of Florida  
Gainesville (S-M)  
Florida State College for Women  
Tallahassee (S-M)  
Florida Southern College  
Lakeland (Methodist-C)  
John B. Stetson University  
DeLand (Baptist-C)  
Rollins College, Winter Park (P-C)  
University of Miami  
Coral Gables (P-C)  
St. Petersburg Junior College  
St. Petersburg (P-C)  
Rindling School of Art, Sarasota (P-C)  
Palm Beach Junior College  
West Palm Beach (Country-C)  
Jacksonville Junior College  
Jacksonville (P-C)  
Orlando Junior College  
Orlando (Country-C)  
Thomas Alva Edison Junior College  
Fort Myers (P-C)  
Barry College, Miami (Catholic-F)  
Webber College, Babson Park (P-F)

**Colleges—Negro**  
Florida Agricultural & Mechanical College, Tallahassee (S-C)  
Bethune-Cookman College  
Daytona Beach (P-C)  
Florida Normal & Industrial Institute  
St. Augustine (P-C)  
Edward Waters College  
Jacksonville (P-C)  
Key: P—Private; M—Male; F—Female; C—Catholic; S—State.

### PARKS AND MONUMENTS

**National Forests**  
Apalachicola, southwest of Tallahassee  
Ocala, east of Ocala  
Okeechobee, near Lake City

**State Forests**  
Cary, 6 miles north of Baldwin  
Myakka River, 17 miles east of Sarasota  
Pine Log, 17 miles north of Panama City  
Blackwater River, Milton

**National Monuments**  
Ft. Jefferson, Garden Key, 30 miles from Key West  
Ft. Marion, St. Augustine  
Ft. Mautaux, 18 miles south of St. Augustine

**State Monuments**  
Natural Bridge, 10 miles from Tallahassee  
Castroville, Port St. Joe  
Oleander, midway Tallahassee and Jacksonville  
Dade Massacre, near Bushnell in Sumter County

**State Parks**  
Florida Caverns Park, Marianna, (Jackson)  
Ft. Clinch Park, Fernandina (Nasau)  
Gold Head Branch Park, near Key-stone Heights (Clay)

Hillborough River Park, near Ze-phyrus Hills (Hillsborough)  
Highland Hammock Park, near Sebring (Highland)  
Myakka River Park, near Sarasota, (Sarasota)  
Royal Palm Park, near Homestead, (Dade)  
O'Leno Recreation Area, near Lake O'Leno (Columbia)

**Undeveloped and Not Formally Opened**  
Pan American Park, near Ft. Lauderdale (Broward)  
Hugh Taylor Birch Park, near Ft. Lauderdale (Broward)  
Savannah River Park, near Ellaville, (Suwannee)  
Torreya Park, near Ormond (Volusia)  
Collier Seminole Park, near Everglades (Collier)  
Torreya Park, near Bristol (Liberty County)  
St. Andrews Park, near Panama City, (Bay)

### FLORIDA'S FAMOUS GARDENS AND SPRINGS

Dupree Gardens, 17 miles north of Tampa  
Eagles Nest Gardens, Clearwater  
Fairchild Tropical Gardens, Coral Gables  
Florida Cypress Gardens, 5 miles from Winter Haven  
Gerding's Anala and Camella Gardens, 8 miles from Fernandina  
Highland Hammock, near Sebring  
Idolwild Gardens, 2 miles from Winter Haven  
Killdeer Gardens, 5 miles from Tallahassee  
McKee Jungle Gardens, 3 miles from Vero Beach  
Meyers Botanical Gardens, Orlando  
Winter Park  
Mountain Lake Sanctuary (Bok Tower), 4 miles from Lake Wales  
Orchard Jungle, 1 mile west of Naranja south of Miami  
Orlando Gardens, 2 1/2 miles from Jacksonville  
Palatka Ravine Gardens, Palatka  
Rainbow Tropical Gardens, 12 miles from Palm Beach  
Sarasota Jungle Gardens, Sarasota  
Spanish Mission Sugar Mill and Gardens, 3 miles south of Daytona Beach at Port Orange  
Turner's Sunken Gardens, St. Petersburg  
Crystal Springs, Crystal River  
Homosassa Springs, Homosassa  
Rehoboth (Blue) Springs, 4 miles from Dunedin  
Sawdust Springs Tropical Park, mid-way Sanford-Orlando  
Silver Springs, 5 miles from Ocala  
Weeki Wachee Springs, 20 miles from Tallahassee

**SOME OF FLORIDA'S OTHER ATTRACTIONS**  
Avenue of Palms, Fort Myers  
Chimney Hill Sanctuary, near Brooksville  
Circus Winter Quarters, Sarasota  
Dead Lakes, near Port St. Joe

Florida Geological Museum, Tallahassee  
Fort Clinch Park Museum, Fernandina  
Fort San Carlos, Pensacola  
Fountain of Youth, St. Augustine  
Hiadu Temple, Lakeland  
Historic Gamble Mansion, Palmetto  
Home of John Ringling, Sarasota  
Home of Harriet Beecher Stowe, Mandeville  
Inness Paintings, Tarpon Springs  
John Corrie Monument, Apalachicola  
Latin Quarter and Spanish Restaurants, Tampa  
Lion Farm, Ft. Lauderdale  
Old Braden Castle, Manatee  
Ribaute Monument, near Mayport  
Sponge Exchange, Tarpon Springs  
Stephen Foster Memorial, White Spgs. (under construction)

### FISHING FEES, CATCH AND POSSESSION LIMITS

**Fresh Water Fish**  
License—Resident State, \$2.00; Non-resident, \$7.50; Non-resident ten-day continuous, \$2.25.

Licensees not required of residents to fish non-commercially with three poles and lines in county of legal residence. Use of more than one line and pole at any one time anywhere else in the State prohibited.

**LEGAL MINIMUM LENGTH**—From tip of nose to fork of tail: Black Bass, 12 in.

**BAG LIMIT PER DAY**—Black Bass, 8; Crappie (Speckled Perch), 20; Shell Cracker, 20; Bream, 20; Warmouth, 20; Rock Bass, 20; Jack, 15; Pike, 20; Stumpknocker, 20; other species of Bream, 20; mixed string, 25. Only one day's limit may be in possession at any one time.

**SEASON**—Open throughout year except where closed by special law. If in doubt inquire of local authorities. Be sure to check on the closed bass season.

Further information may be secured from the Game and Fresh Water Fish Commission, Tallahassee, Florida.

**Salt Water Fish**  
License—Resident or non-resident, no license required unless fish are sold.

Most boats engaged in salt water fishing are required to have licenses. For any particulars, inquire State Fish Commission, Tallahassee, Florida.

**10 in.; Crappie, in Lake Okeechobee, 8 in. and 7 in. in St. Johns River; Stone Crab, claws extended, must measure 10 in. Oysters must measure 3 in. from hinge to mouth. Clams must measure 3 in. from hinge to mouth. Crayfish must weigh not less than 1 lb.**

### HUNTING FEES, SEASONS AND BAG LIMITS

License—Resident County Game, \$2.00; Resident (other than home county), \$4.50; Resident, State, \$7.50; Non-resident, State, \$20.50; Non-resident, 10-day continuous, \$11.50; Non-resident County, (owners of and paying taxes on 3,000 acres of land), \$10.50; Guide (for guiding hunting parties) to take game or carry incense, \$10.00; Aliens, \$50.00; Federal Duck Stamp required of anyone 16 years and over if duck hunting (Purchase same from Post Office).

**BAG LIMITS AND SEASONS**—Since regulations on bag limits and seasons are subject to change, and vary in different districts of the state, it is suggested that current information be obtained directly from the Commission of Game and Fresh Water Fish, Tallahassee, Florida.

**GAME**—Hunters will find in Florida such game as wild turkey, squirrel, deer, bear, wild cat, dog, cat, marsh hen, quail, snipe, wildcat, weasel, panther, opossum, fox, bear, bobcat and rabbit.

### TRAPPING

License—Resident County, \$3.25; Non-resident County, \$25.50; Resident State, \$25.50; Resident of County other than home, \$10.50; Non-resident, State, \$10.50.

### FLORIDA MOTOR LAWS

**Speed Limits**—Open highway, 60 m.p.h., daytime; 50 m.p.h. night (greater speed is prima facie evidence of careless driving); in residential and other districts speed range from 15 to 25 m.p.h. Signal before turning.

**Accidents**—Stop and render all possible aid; injury, death or heavy damage should be reported. Caution: Never pass a standing school bus. Do not pass any vehicle at any time unless view ahead is clear. Don't cross single solid center line when on strip, except in emergencies. Do not drive while under the influence of intoxicants.

Always carry your operator's license and registration certificate. **Non-Resident Privilege:** Reciprocal with other states; does not apply if engaged in occupation or if children are entered in schools.

## Transportation to Sunshine

It is easy to get to Florida. If you drive, from every section of the country arterial highways lead into the state.

Time will pass quickly and pleasantly en route with the changing countryside, the cities, the constant thought of new adventure ahead. And when you reach Florida, thousands of miles of fine highways will welcome you.

Coming by train? Five Class I railroads enter Florida—Atlantic Coast Line; Louisville and Nashville; Seaboard Air Line; Southern; and St. Louis and San Francisco. Another Class I railroad, the Florida East Coast, provides transportation within the state. All feature excellent equipment, fast schedules, and special trains during the peak of the winter season. By train, Florida is only 23 hours from New York, 30 hours from Chicago and 28 from St. Louis.

Prefer a bus? Greyhound and National Trailways maintain frequent schedules into Florida. With lines within the state and smaller companies, buses travel over 6,400 miles of Florida highways.

Regular airlines operate between Florida's principal cities and every section of the United States, Cuba and South America. Air transportation brings you to Florida from New York in 6 hours, from Chicago in 5 1/2 hours. Eastern, Delta and National Airlines will fly you to Florida and around the state. There are other lines that provide air transportation solely within the state.

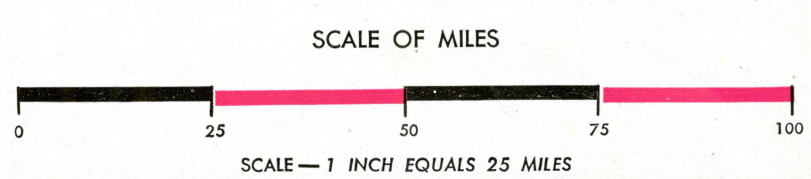
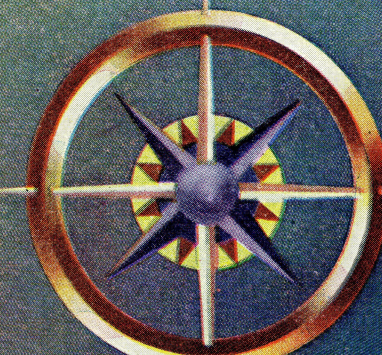
Pan American Airways, National Airlines, TACA Airways, Express Aereo, and K-L-M, the Royal Dutch Airlines, will bring you to Florida from Cuba, South America and connecting lines. Eastern Airlines provides service from Puerto Rico.

There are 261 airports and 52 seaplane ports in Florida, many of them for private planes, and few counties are without a modern landing field.

The P. and O. Steamship Company has resumed its regular schedules to Cuba from Miami. For information on ferry service from Key West to Havana with accommodations for passengers and automobiles, write the Gulf Atlantic Transportation Co., P. O. Box 4277, Jacksonville, Fla.

No matter from where you start or how you travel you can come to Florida in comfort and the pleasures that await you in The Sunshine State make any trip worthwhile.

## FLORIDA THE SUNSHINE STATE





## *Acres of Opportunities*



*Products of  
North Florida*



*Products of  
Central Florida*



*Products of  
South Florida*

Long ago the sun, soil and rain made a rendezvous with Florida. The Spaniards dropped a few vegetable and fruit seeds, pastured some cattle.

Time went by—over four history-filled centuries. And Florida has pyramided the Spanish pips and seeds to a fruit and vegetable production valued in the hundred millions, listens to the hoofbeats of more than a million cattle ... and has builded from her forests, soil and seas an industrial empire.

Florida's beauty belies her farm progress. Within casual reach of rows of city streets, rows of familiar vegetables mature, healthy herds roam on green pastures, countless citrus trees grow in deep columns . . . and majestic forests reach for the blue sky.

Florida's agricultural production is tremendous. Yet, more is needed. Florida still imports a large percentage of the foodstuffs required for her growing population. All of which Florida could produce herself, if additional alert, ambitious farmers would settle in the sun.

And to revolve the wheels of the pulp, plastics and chemical factories of Florida alone, a prodigious amount of her own raw materials is demanded. Yes, Florida needs the help of enterprising men. In return, Florida will give them such a variety of advantages they'll wonder why they have waited so long to accept her gifts. What she possesses with her sons, Florida wants to share with capable farmers and businessmen. She wants them to have a permanent home with profit . . . in health, contentment and money.

The opportunity is here, the resources await — mile after mile of land—flourishing on a network of fine roads woven into her 35 million acres of richness.

Here is *your* opportunity.





Florida is a major agricultural community. In 1945, Florida farms produced an income of \$348,000,000, of which crops accounted for \$288,000,000 and livestock and its products for \$60,000,000. The total gross value of all Florida fruits and vegetables for the 1945-46 season was \$364,329,700. Florida leads the nation in the production of winter grown vegetables, and its 1946 flue-cured tobacco crop totaled 14,768,370 pounds at an average price of \$47.75 per hundred. 200 different varieties of crops, fruits, nuts and vegetables are grown in Florida, and shipments out of the state average one carload every four minutes, day and night, the year around.

In other words, Florida agriculture is big business, and these ac-

complishments indicate the wealth of opportunity that is still unclaimed. What has been done is only a small beginning when it is realized that of 20,000,000 acres adaptable to crops, only 2,000,000 are now under cultivation.

But it should be borne in mind that farming in Florida is highly specialized, and quite different than in other states. A small patch of land, insufficient capital and lack of experience will work no miracles even in Florida. Large scale farming, with adequate machinery and equipment and good, sound farming methods is generally the rule. The average farm is owner-operated and consists of 213.9 acres. For sources of reliable information on farming in Florida refer to page 37 of this book.





During the winter months, when most of the farms in the north are snow-bound, America turns to Florida for the vitamin-packed fruits and vegetables needed for healthful daily diet. Citrus products head the list—oranges and grapefruit, principally, but also tangerines, limes and other variations of these fruits.

Florida has a total of 33,000 groves, valued at \$500,000,000. During the 1945-46 season, 86,000,000 boxes were produced—approximately 40,000,000 were shipped by rail, truck or boat; 42,000,000 canned and 4,000,000 consumed locally.

Florida raises most of the fresh vegetables you find in winter in the markets of your home town. More than 60 varieties are grown in commercial quantities including celery, green and lima beans, cauliflower, eggplant, tomatoes, peppers, cabbage, cucumbers, escarole, lettuce, peas and Irish potatoes. In the 1945-46 season, vegetables brought \$116,249,000; berries and other non-citrus fruits, \$11,850,000.

Winter vegetables and fruits start to go to market in early fall and continue through until late spring. Two crops of vegetables are usually grown. After the fall crop is sold, a second crop is planted and harvested before spring has really arrived up north. Fast-growing crops are often grown on an even more intensive schedule.

The farmer will find in Florida four important factors—plenty of sunshine, adequate rainfall, a variety of soils and long growing seasons.

## ***Growing Vitamins for the Nation***







## ***Different Crops in Different Sections***

In northern and northwestern Florida, staple farm crops such as corn, cotton, sweet potatoes, field peas, soy beans, peanuts, velvet beans, hay and feed stuff are grown. This section has a thriving watermelon industry and vegetables are grown in the spring and summer.

Tobacco—both bright leaf and shade grown—is planted in large acreage in North Florida. Florida ranks eighth among the tobacco growing states. At Live Oak and Lake City are two of the leading tobacco markets in the south. The watermelon crop is one of the earliest and finest in the nation. Pecans are also grown on a large scale. One of the most interesting crops is the tung nut. Oil extracted from the nut is very valuable to the lacquer and paint industry because of its high volatility.

Central and South Florida are devoted largely to citrus products and winter vegetables. Another important crop is the cultivation of bulbs and flowers—especially gladiolus along the west coast. Large scale sugar production is found in the Everglades. Avocado pears, sand pears, guavas, pineapples, figs and even bananas and cocoanuts are grown in limited quantities.





## ***A Few Florida Firsts***

The largest sugar mill in America is located at Clewiston. Plant City is the Winter Strawberry Capitol of the world, and Wauchula, the cucumber center. Florida leads the nation in the production of grapefruit, celery and winter-grown tomatoes, snap beans, eggplant, peppers, cucumbers and Irish potatoes. Sanford is famed for celery, Ruskin for tomatoes, Hastings for potatoes, Belle Glade for beans, Leesburg for watermelons. Florida grows a greater variety of food products throughout the year than any other state, and millions of acres of good farm land are yet to be developed in The Sunshine State!





# ***Farming with a Future***

Florida is America's fastest growing state. Between 1930 and 1940, its population increased 29.2 per cent. Today, Florida is a long way from supplying the agricultural products needs of its own citizens. It is estimated that Florida imports about half of the eggs and poultry it consumes, approximately 35 per cent of the beef and veal, and 30 per cent of the pork.

Many other products are in the same relationship. Especially does Florida need experienced dairy and poultry farmers. The production of milk, cream, butter, cheese, eggs and poultry far from satisfies local demand. Vast acreages are ideally suited for the raising of dairy cattle and Florida offers many natural advantages for the poultry man. If you have the knowledge, experience and capital, a real opportunity awaits you in Florida in these two fields.

Florida will continue to grow. You and your business can grow with it. On page 37, sources of information on agriculture in Florida are listed. Use these facilities, but plan to come to Florida soon and look over the ground yourself. There may be a sunnier future here for you.

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Florida helps its agriculturists in many ways. An important state help is its system of non-profit Farmers' Markets. Twenty-five such markets are operated in various sections. Florida is not in the business of buying and selling farm produce, but cooperates with the farmer by providing facilities for the convenient marketing of his products.

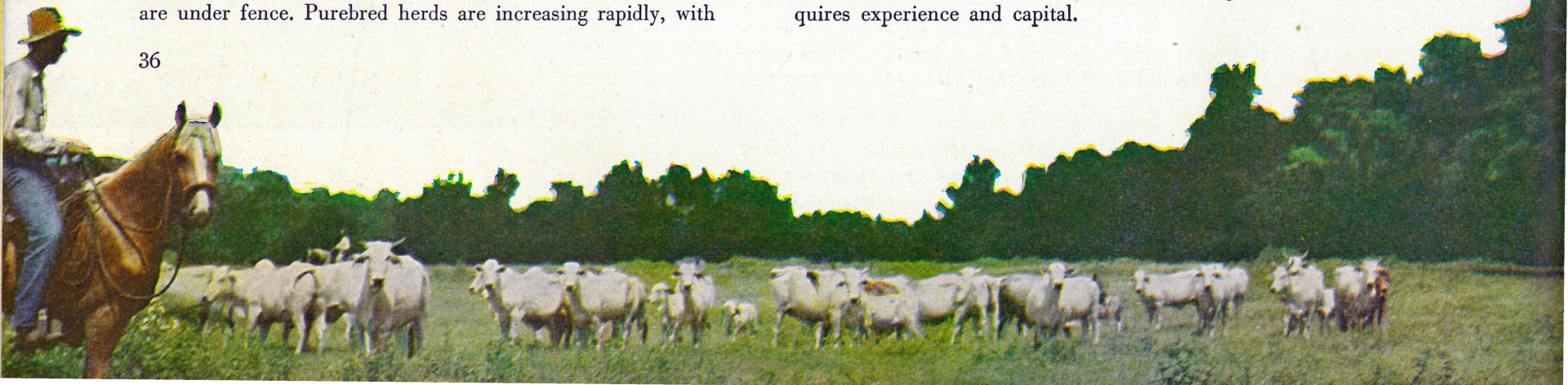


## ***Take a Look at Livestock***



Few states in the Union have better natural advantages for raising livestock than Florida. And, when it is realized that Florida produces only about 65 per cent of its own demand for beef, veal, pork and other meats, a bright future can be predicted for this phase of agricultural Florida. Florida grows some feed crops every month of the year; its mild climate is a favorable factor. More than a million cattle roam Florida's improved pasture lands today. Some 75 per cent of the beef cattle are under fence. Purebred herds are increasing rapidly, with

emphasis on Brahman, Black Angus, Shorthorns and Herefords. Nearby states now ship cattle to Florida for fattening and recently prize Florida specimens were sent to other states for breeding purposes. The total farm value of cattle is more than \$56,000,000. The annual income from the production of hogs is nearly \$7,000,000. Sheep, horses, and mules form other important parts of the Florida livestock picture. Again, bear in mind that successful livestock raising in Florida requires experience and capital.





## ***For Agricultural Information***

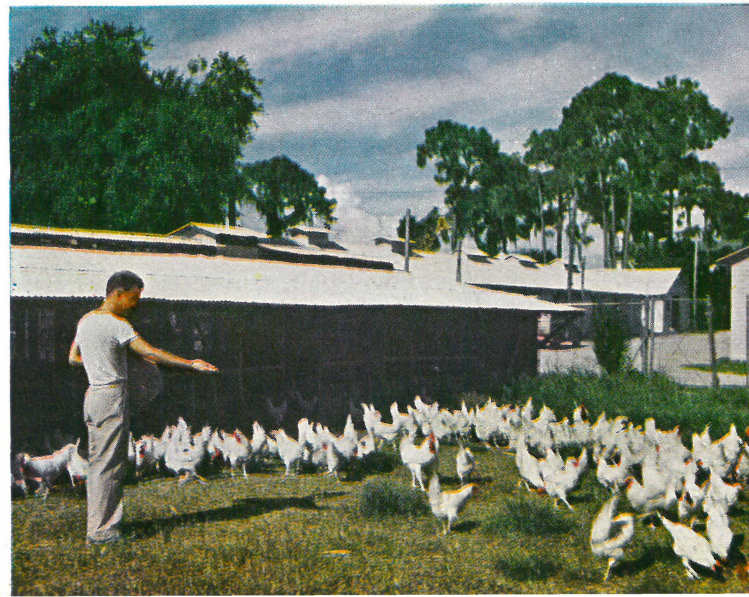
*Farms for Sale.* The best source of information on farms for sale is *For Sale, Want and Exchange Bulletin*. A subscription to that publication may be obtained without charge by writing to the Florida State Marketing Bureau, Post Office Box 779, Jacksonville. It is strongly recommended that you visit Florida and inspect the available farms before signing any agreements.

*Cost of Land.* Factors such as productivity, location and existing improvements cause such wide variation in the cost of land, that average prices are meaningless.

*Publications.* General publications on many crops and types of farming, such as poultry, livestock, beef cattle, dairying, citrus and feed crops, may be obtained without cost from the Department of Agriculture, State Capitol, Tallahassee. Technical publications on such subjects as farm management, insect control, control of crop diseases and care of livestock, are available from the Agricultural Extension Service, University of Florida, Gainesville. A list of available publications may be obtained by writing to the proper agency.

*Homestead Land.* Veterans of World War II may obtain 40 acres of state land for farming purposes. Information on requirements and location of available land may be obtained from the Trustees, Internal Improvement Fund, State Capitol, Tallahassee. Only Federal Land is available to non-veterans. Information on available land may be obtained from the General Land Office, United States Department of the Interior, Washington 25, D. C.

*Technical Advice.* Federal, State and County governments have combined resources to give technical assistance to farmers. State-wide information and suggestions on suitable locations for a particular type of agriculture may be obtained from the Agricultural Extension Service, University of Florida, Gainesville. Agricultural agents are available in most county seats.







***There is "Sunshine" for Industry, too***

You know Florida as the playground of the nation. You have enjoyed her fresh fruits and vegetables, and are aware of her agricultural pursuits. The chances are, however, that you do not realize the important part industry plays in Florida's economic well-being. Many overlook Florida's annual manufacturing payroll of nearly \$250,000,000, and the fact that in the past ten years, manufacturing has increased more than 300 per cent.

Industrial Florida is coming of age.

Florida has taken its industrial steps slowly. On May 6, 1851, a patent was issued to Dr. John Gorrie of Apalachicola covering an ice machine—and the first artificial ice was manufactured in Florida. That was nearly 100 years ago. But during an 13 months' period beginning in the summer of 1944, 525 industries moved to Florida!

Gradually, the realization has come to far-sighted businessmen that Florida's climate and sunshine are as beneficial to industry as they are to vacationists and farmers.



## ***Climate Cuts Costs, Increases Efficiency***

Florida's mild climate means added profits for industry in many ways. Conditions favorable to peak production exist right around the calendar—shut-downs and delays due to ice, snow and cold weather are unknown. Just as important, perhaps, is the fact that Florida living, with its "on-your-doorstep" opportunities for outdoor recreation, builds good health and high employee morale; reduces absenteeism.

Plant construction and maintenance costs are lower because buildings need not be winter-proof, and Florida's 70-degree year 'round average temperature holds heatings bills to an absolute minimum. Florida is the ideal location, too, for industries using processes that are dependent upon, or benefited by, mild weather.

Investigate these, and other plus factors in respect to your particular business. You may find, as so many others have, that there is a double advantage in a Florida location—a more profitable operation and more enjoyable living for you, and for your family.







## ***A Wealth of Raw Material***

The physical shape of Florida is deceptive. Actually, it occupies an area equal to the States of Maine, Vermont, New Hampshire and Massachusetts combined. Rich in natural resources, Florida provides an interesting and wide variety of raw materials for many types of industry.

It can supply materials for the manufacture of glassware, tile, chinaware, porcelain, leather, buttons, awnings, tents, furniture, paper, filters, cement, roofing, cotton goods, insulation, fertilizer and stock feeders. Some of these industries are well established. Others offer new opportunities for experienced operators.

But this is only a small part of Florida's industrial picture. The illustrations which appear in this section and the text on the following pages feature many of the major industries which are already well developed.

There is plenty of room for expansion in Florida, and plant sites are available at reasonable cost in every section of the state.

Exemption from all taxation through 1948 is granted newly established industries engaged primarily "in the manufacture of steel vessels, automobile tires, fabrics and textiles, wood pulp, paper, paper bags, fiber board, automobiles, automobile parts, aircraft, aircraft parts, glass, and crockery manufacturers and the refining of sugar and oils, and including by-products or derivatives incident to the manufacture of any of the above products." State, county and municipal taxes are included in this exemption.

Florida is friendly to new industries!



## ***Products of the Sun, Soil and Sea***

Florida's industrial pattern is diversified. Sun, soil and sea contribute to its expanding commercial enterprises. Highlighted here are some of the major manufacturing operations of The Sunshine State.

Florida's forests occupy 22,756,000 acres of land. Pine, oak, cypress and other species, both hard and soft woods, accounted for an estimated yield of 484,317,000 board feet of lumber in 1945. The future of Florida's forests is bright. Private ownership, with the assistance of the Florida Forest and Park Service, aided by Federal funds, have put vast areas under reforestation and fire control.

Ninety per cent of the world's supply of naval stores (turpentine and rosin) is produced in the United States and one-fifth of this comes from Florida. \$30,000 per day drips from Florida's pine trees in summer, and total naval stores production adds \$12,500,000 a year to Florida's income.

Florida's forests also provide the raw materials for six large pulp mills manufacturing kraft paper and containers. These plants, recent additions to Florida's industrial progress, represent an investment of \$34,000,000. A seventh plant is under construction and two more are contemplated.

Even the romantic Spanish moss is utilized for the making of vegetable hair for upholstery and other purposes.

To market the production of its fruits and vegetables, wood container plants use 145,000,000 board feet of wood annually for containers. Great packing houses, citrus canning and processing plants and can manufacturing plants, spot the citrus growing sections of the state.

With more miles of mainland seacoast than any other state, commercial fishing is naturally an important industry. Each year Florida supplies approximately 120,000,000 pounds of food fish and seafoods. The products that lead in importance are mullet, shrimp, red snapper, Spanish mackerel, catfish, kingfish, grouper, trout, oysters, redfish, bluefish and crappie.

The only commercial sponge fishery in the United States is located at Tarpon Springs.

The recent discovery of oil within the state has attracted many major companies and extensive exploration operations are now being conducted.





## ***Phosphate and Cigars, Ships and Sugar Cane***

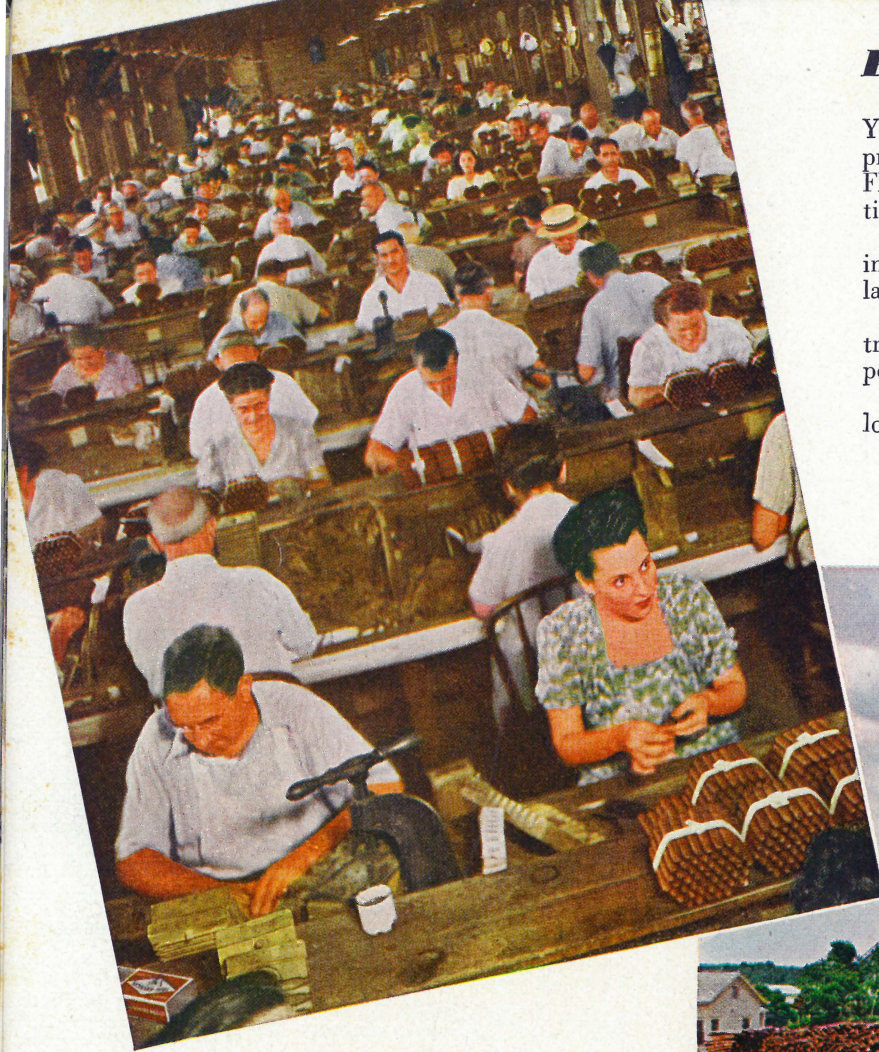
You probably never thought of Florida as a mining state, yet the value of her mineral production in 1944 was \$21,852,000. Of the phosphate mined in the United States, Florida produces 65 per cent. Lime and limestone, clay, fuller's earth, kaolin, peat, rutile, ilmenite, zirconite and diatomite are also mined in quantity.

For the smoking pleasure of millions of men, Florida produced 900,000,000 cigars in 1946. Tampa leads the world in the manufacture of hand-made cigars and the largest cigar factory under one roof is in Jacksonville.

During the war, Florida demonstrated that her skills were not confined to light industry by building hundreds of war vessels. Today her shipyards are building ships for peace and have complete facilities for repair and conversion.

Surrounded by thousands of acres of sugar cane, America's largest sugar mill is located at Clewiston, bordering the shores of Lake Okeechobee.

Industry is on the march in Florida.



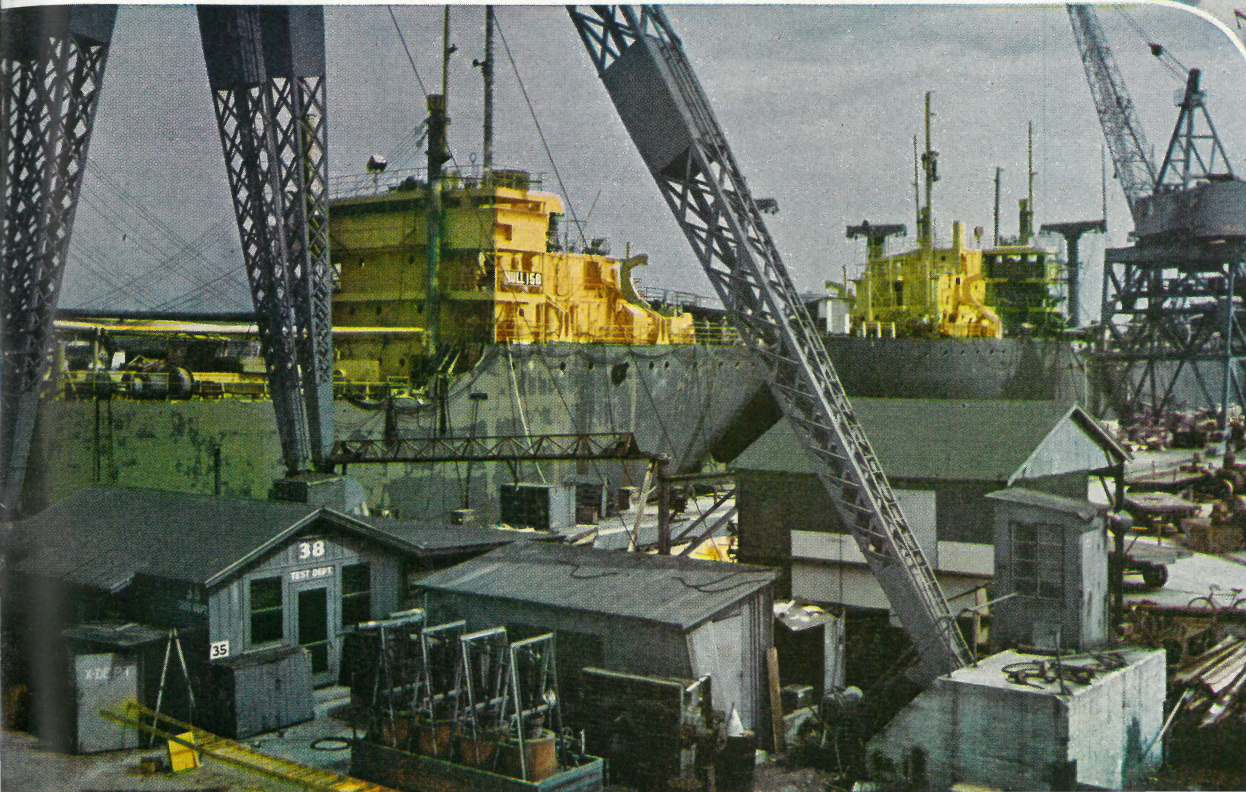


## ***Florida Has No Magic Formula***

Florida has all of these attributes favorable to business and industry—mild climate, abundance of raw materials, ample power, water transportation from excellent Atlantic and Gulf ports convenient to established trade routes, rail service within 48 hours of 38 states, 9,000 miles of highways, complete air transportation facilities, strategic location in respect to expanding Latin American and West Indian markets, and tax laws friendly to private enterprise. But all of these factors are not a guarantee of success. It must be fully understood that although Florida offers many advantages, personal ability, experience and adequate finances are still the controlling factors in profitable operation anywhere.

The opportunities in Florida today are limitless, but Florida has no magic formula for overnight success.

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## ***Employment in Florida***

Employment can seldom be obtained without personal contact, but preliminary steps can be taken through the following means.

The Florida State Employment Service maintains a perpetual inventory of job openings in the state. You may obtain information on suitable jobs listed in the inventory by registering at the state-operated employment service nearest your home. The U. S. Employment Service provides facilities for exchanging information gathered by the various state services.

For agricultural employment, write to Farm Labor Division, Agricultural Extension Service, University of Florida, Gainesville, Florida. Be sure to give complete information on the type of job you want and a summary of your past experience.

For school employment, you must first obtain a license from the Department of Public Instruction, State Capitol, Tallahassee. The department gives placement assistance to teachers who hold appropriate certificates.

## ***Housing in Florida***

*Renting Homes.* Rental property is very scarce at present. Although many houses are vacated daily, they are rented immediately in most cases. A list of brokers in any community may be obtained by writing to the local Chamber of Commerce. A directory of all licensed brokers may be obtained by writing to the Florida Real Estate Commission, First Federal Building, Orlando.

*Buying Homes.* Property for sale is far more plentiful than rental property. In Florida, as in the rest of the nation, prices have increased since the beginning of the war. It is strongly recommended that you personally inspect available property before making any commitments to purchase.

*Constructing Homes.* Construction is started on many new homes every day. However, the national shortage of building materials is delaying a full schedule of construction in Florida, as in other states.

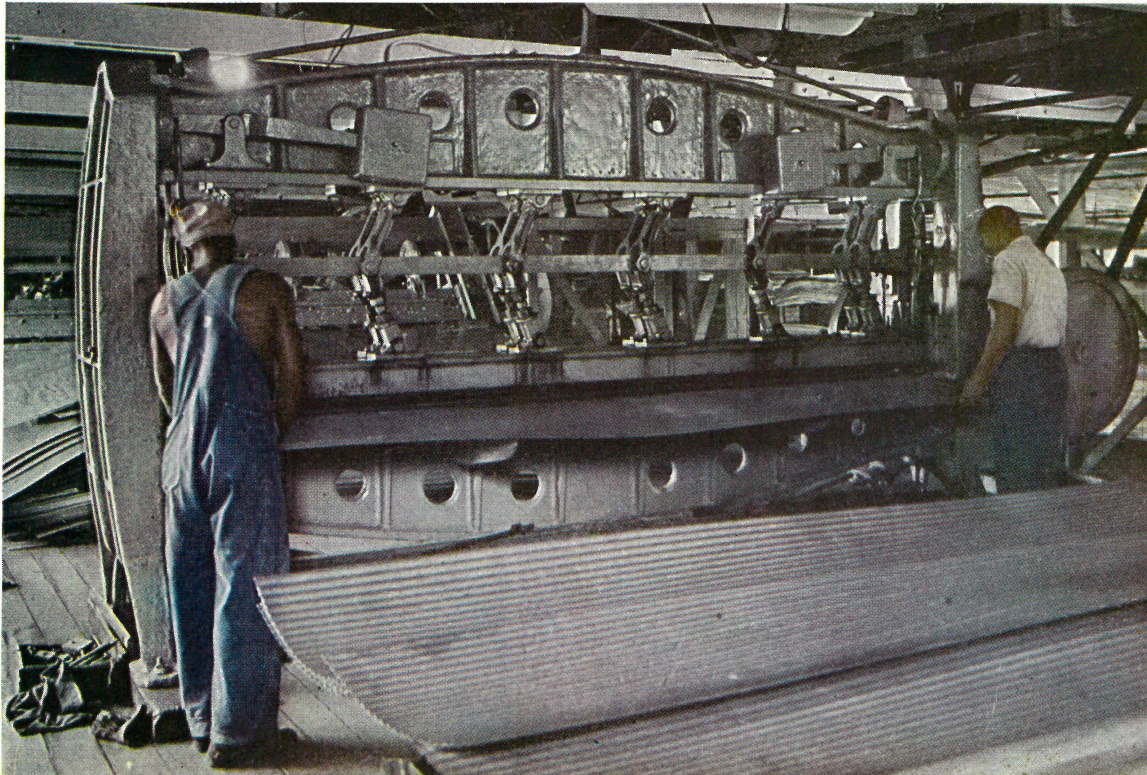
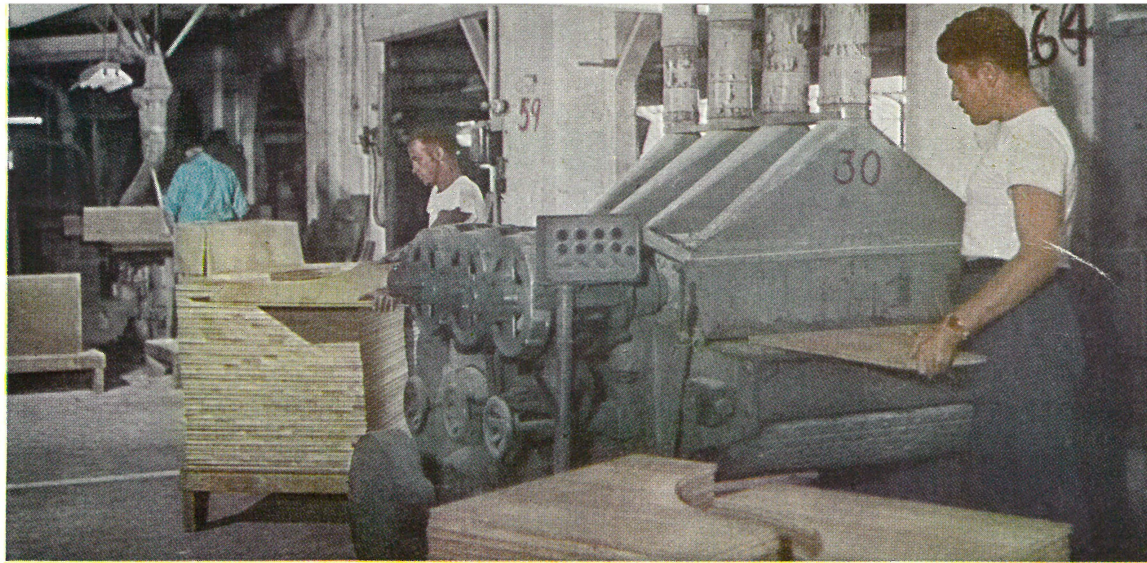


## ***For Business and Industrial Information***

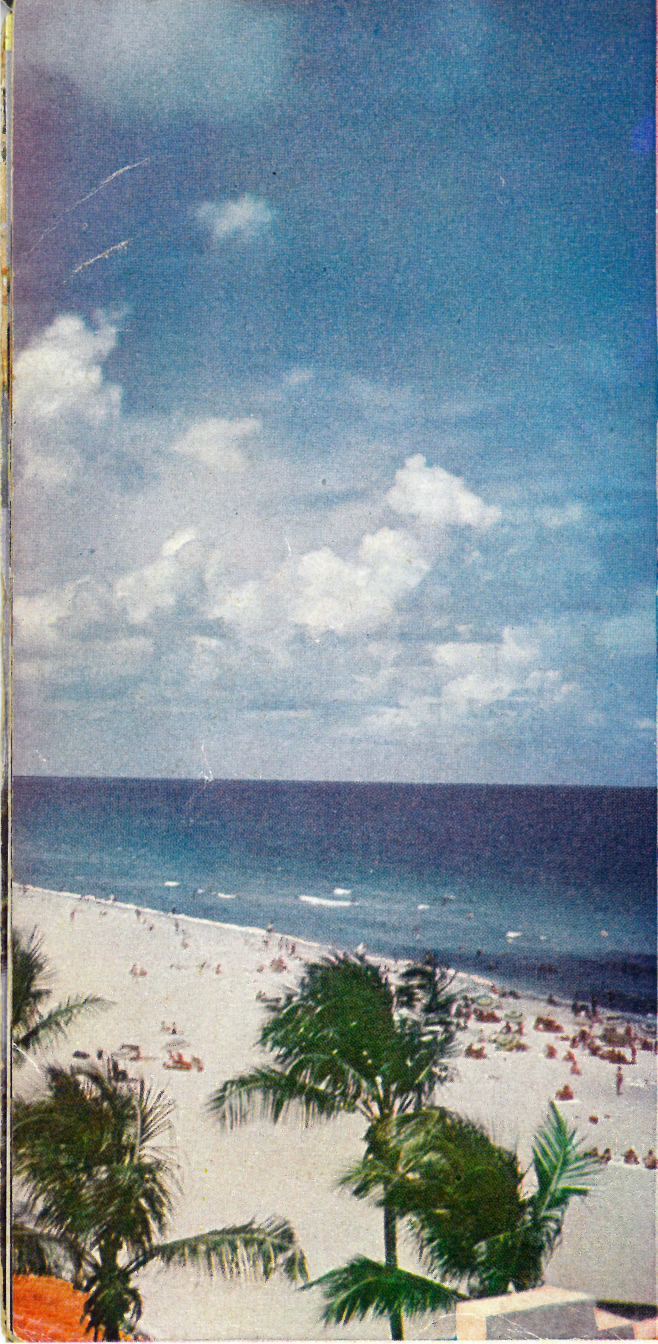
*Business Opportunities.* Florida is a prosperous and rapidly expanding state that offers many opportunities for establishing successful businesses. However, initiative, experience and adequate capital are just as necessary in Florida as in other states. If you are interested in entering business in a particular community, the local Chamber of Commerce will furnish you a list of licensed real estate brokers who may have businesses for sale and will also advise you of local factors affecting the success of your business. If you are looking for a suitable location in Florida and have no section in mind, write the Florida State Advertising Commission, Tallahassee. It is strongly recommended, however, that you visit Florida and personally investigate all offerings before signing any agreements.

*Business Statistics.* Reports of the 1940 Federal Census are still the primary source of business statistics. Much of the census information has been brought up to date by subsequent U. S. Department of Commerce estimates. Census reports are available in most public libraries and U. S. Department of Commerce field offices. A State Census report giving 1945 population statistics may be obtained from the Department of Agriculture, State Capitol, Tallahassee, without cost. A "Directory of Florida Manufacturers" is available from the Florida State Chamber of Commerce, Hildebrandt Building, Jacksonville 2, for \$1.

*Industrial Opportunities.* Florida has many natural resources, a climate that contributes materially to increased worker efficiency and prosperous domestic and foreign markets. Visit Florida and investigate the many opportunities it offers. The staff of the Florida State Advertising Commission will be glad to assist your engineers by obtaining basic data on plant space, labor supply, transportation, utilities and natural resources if you will give them specific information on your requirements.







## ***Accommodations . . . for Every Purpose . . . for Every Purse***

For its millions of visitors each year, Florida provides accommodations to suit every taste, to fit every budget. No matter what your requirements are, you will find here an ideal vacation home.

Famous resort hotels, in matchless settings, offer the ultimate in luxurious living. Perfect in their appointments, unsurpassed in comfort, cuisine and service, they are designed exclusively for carefree, holiday pleasure.

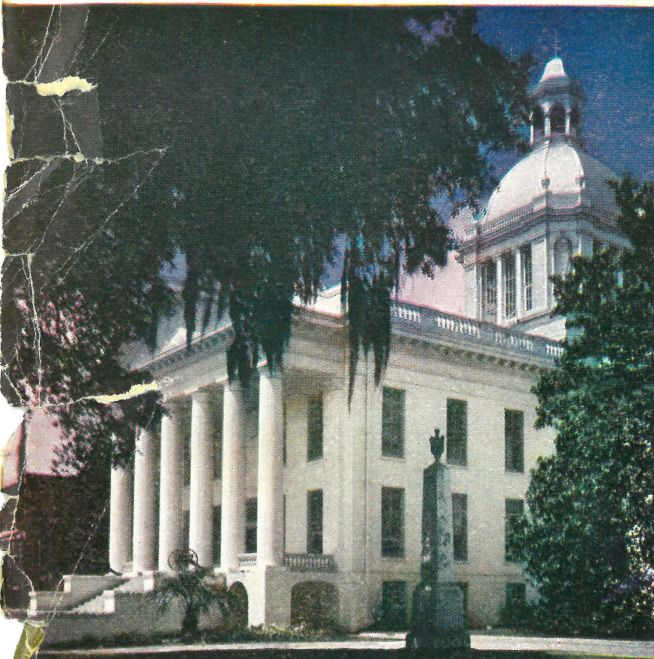
If you prefer the hotel atmosphere but on a more modest basis, you have some 1,800 hostelrys from which to choose. In Florida, hotels form the skylines of busy cities, flank the main streets of small communities and grace the shores of picturesque lakes.

But Florida's 80,000 hotel rooms represent only a fifth of its accommodations! Apartments number 8,000—ranging from the de luxe to a modest two rooms. Thousands of private homes cater to guests and furnished homes, large and small, are rentable every season of the year. Modern motor courts and cottage colonies bring the total number of rooms available to nearly 400,000. In addition, some of America's most attractive parks are waiting to welcome those who travel by trailer.

So bear this in mind: In environment, in comfort, and in cost, Florida has whatever you seek in the way of accommodations. And regardless of whether your choice is an elaborate suite that looks out upon the sea, a small bungalow that hugs the same sands, or a lakeside cottage shaded by pines and oaks, certain luxuries will be yours at no cost—the sunshine, the bright blue skies, the clean, fresh air and the healthful outdoor living.

When you have made up your mind about the places you want to visit in Florida, a good plan is to write the local Chambers of Commerce for information about the type of accommodations that best suit your requirements.





## ***An Invitation to Happier Living***

In this book we have been unable to give you more than a quick glimpse of Florida. The complete story would take volumes. The color photographs and the text merely highlight some of the beauty, some of the fun, some of the opportunities and advantages The Sunshine State offers. But perhaps there is enough evidence here to convince you that there may be a sunnier future for you in Florida.

Come to Florida! Plan a visit soon. Florida is delightful every season of the year. When planning your vacation, interesting yourself in establishing an industry or business here, looking into the agricultural possibilities, or seeking employment, we suggest that you select an area that appeals to you most, and write to the Chambers of Commerce in that section for detailed information.

For information about the state as a whole, write:

FLORIDA STATE ADVERTISING COMMISSION

311 North Calhoun Street, Tallahassee, Florida.

### ***A Message from Governor Caldwell***

Florida will welcome you warmly—as a vacationist, a home builder or an investor in her future prosperity. Our state has many good things to offer in addition to glorious sunshine. And Florida wants to share all of them with you.





